

2-1-1 Idaho CareLine Annual Report

State Fiscal Year 2007
(July 2006 through June 2007)



Idaho's 2-1-1 System Overview

The Idaho 2-1-1 system was implemented with two key elements:

➤**Get Connected.** The Idaho Department of Health and Welfare, Idaho CareLine, provides the Get Help component of the 2-1-1 system in Idaho

- The Idaho CareLine, a toll-free, bi-lingual telephone information and referral service works from a centralized call center in Boise, Idaho, providing full statewide Call Center coverage Monday through Friday 8 a.m.- 6 p.m. MST; after hour emergency services are provided through an on-call service agreement
- The Idaho CareLine uses an extensive database of more than 3,400 health and human service providers to support the information and referral activities
- The 2-1-1 web-based searchable resource database which lists health and human service agency resources is available 24/7 at www.idahocareline.org
- The Idaho CareLine is a program of the Division of Family and Community Services within the Idaho Department of Health and Welfare

➤**Get Answers.** The United Way of Treasure Valley Volunteer Center provides the "Give Help" component of 2-1-1 in Idaho

- A statewide, web-based Volunteer Center is available 24/7 through United Way of Treasure Valley at www.volunteersolutions.org
- United Way of Treasure Valley provides financial support to the Idaho CareLine which pays for a full-time employee in the Call Center, as well as other program expenditures

September 5, 2007 Marks Idaho's 5-Year Anniversary of 2-1-1

On September 5, 2002 the first official "2-1-1" call was placed by former Idaho First Lady Patricia Kempthorne. Since that time the public awareness of the 2-1-1 service has grown dramatically. In 2003 Idaho became the fourth state in the nation to implement 2-1-1 service statewide. Over the last five years availability of the 2-1-1 service has been implemented with all major wireless providers, making the service coverage virtually 100% throughout Idaho's 44 counties. The following table displays the call volume growth since the statewide implementation of 2-1-1 service in 2003.

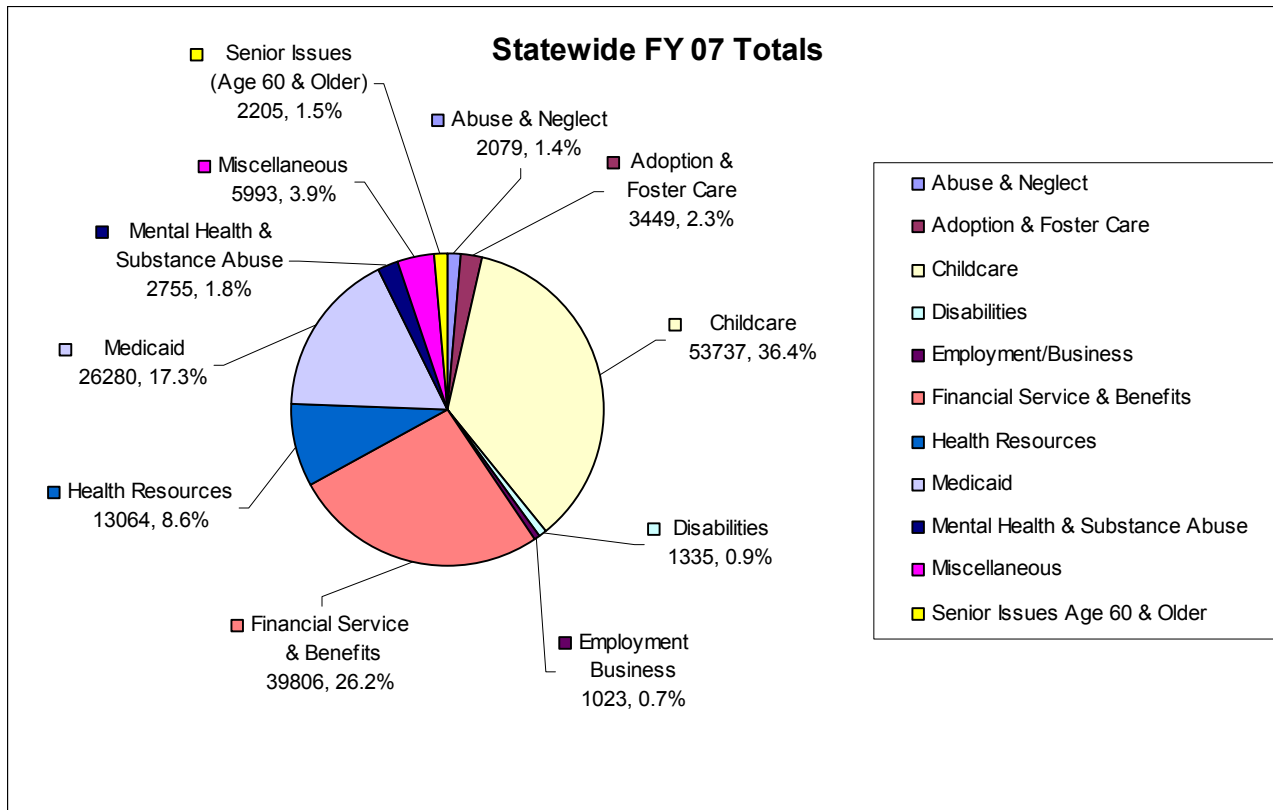
SFY 2003 calls	SFY 2004 calls	SFY 2005 calls	SFY 2006 calls	SFY 2007 calls
35,701	83,726	131,904	164,643	151,726

Note: State Fiscal Year 2007 covers the period July 2006 through June 2007

The following graph displays the SFY 2007 statewide call data by summary call classification categories. The table shows the actual number and percentage of total calls taken by call category. Data is also available upon request which displays gender and age for whom the requested service was for, city of residence, caller status, how the caller was referred to the 2-1-1 Call Center, etc. For comparison purposes, SFY 2006 data is also shown.

The total call volume for the SFY 2007 period reflects a decrease in child care calls. This decrease was anticipated and is a result of the stabilization of the overall child care system of care. The other call categories reflect a stable and/or increased call volume, specifically the other top three call categories for individuals calling for Financial Services and Benefits, Medicaid, and Health Resources.

Summary of 2-1-1 Call Categories for SFY 2007

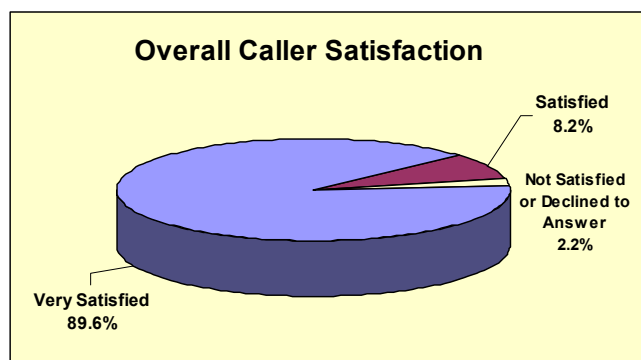


	SFY 2007 Statewide Totals	FY 2006 Statewide Totals
Abuse & Neglect	2,079 (1.4%)	2,034 (1%)
Adoption & Foster Care	3,449 (2.3%)	2,984 (2%)
Childcare	53,737 (35.4%)	75,449 (46%)
Disabilities	1,335 (0.9%)	1,242 (1%)
Employment/Business	1,023 (0.7%)	N.A. (was not an available category)
Financial Services & Benefits	39,806 (26.2%)	35,868 (22%)
Health Resources	13,064 (8.6%)	12,625 (8%)
Medicaid	26,280 (17.3%)	24,329 (15%)
Mental Health & Substance Abuse	2,755 (1.8%)	2,202 (1%)
Miscellaneous	5,993 (3.9%)	5,478 (3%)
Senior Issues Age 60 & older	2,205 (1.5%)	2,432 (1%)
Total	151,726(100%)	164,644 (100%)

Caller Satisfaction Surveys and Community Needs

Effective January 2007 the 2-1-1 Idaho CareLine implemented an outcome standard to conduct customer service call back surveys with 1% of callers per month. The call backs are completed within two weeks of the original call to the 2-1-1 Call Center by a staff person other than the 2-1-1 Specialist who handled the original call. Survey data is compiled electronically on a quarterly basis.

Survey data indicates over 80% of the calls originate from a consumer calling for self, a parent calling for a child, or a friend/family member calling for another. An additional 13% indicated they were professionals seeking resources for a client. The vast majority of callers indicated they were treated courteously and their needs understood by the 2-1-1 Specialist with an average of 98% indicating they were Very Satisfied or Satisfied with the service received through the 2-1-1 Idaho CareLine. It was also encouraging to note that over 90% of those surveyed indicated they had made contact with the referrals provided to them and around 56% successfully accessed the needed service. Of those callers who had not yet received the needed service, 12.8% indicated they were in pending status and/or awaiting a decision from the service provider. At the conclusion of the survey, the 2-1-1 Specialist took the opportunity to provide the caller additional referrals when needed/requested.



Comparing the survey demographic data with the U.S. Census data clearly indicates our current consumers are well below the average Idaho family income level (around 45% with an annual income of less than \$15,000). Survey data indicates the "average 2-1-1 caller" is a Caucasian women residing in a household of 3-5 persons, on an annual income of less than \$15,000. This is conducive with the fact that the majority of current

Consumer Comments about 2-1-1

The following comments were received from individuals who have used the 2-1-1 service in either their personal or professional setting. Thank you for your support of 2-1-1 in your community.

"When my mother-in-law recently passed away, I wanted to make sure her work appropriate clothing, handbags and jewelry went to a place it would be appreciated. 211 was able to give me the name of 'Dress for Success' where women with little means could get clothing appropriate to get into the workplace. It was a wonderful experience working with the ladies and my mother-in-law's things are being appreciated." *Marti, Boise*

"I called today to ask about resources for any survivors of suicide support groups in our area and was given some helpful resources. Thanks" *Sally, Coeur d'Alene*

"Last year, my one year old son chewed on a poisonous plant. I quickly call 211 to get the number for poison control. They were able to give it to me quicker than I could look it up. My son was fine, thank goodness!" *Jill, Idaho Falls*

"When I worked at the Central District Health Department in McCall, I found that the 2-1-1 was a valuable resource. Clients would often call needing a referral for medical services that were beyond our scope of care. It was nice to be able to have a contact number for these clients to be able to call in order to learn about the services offered in our community. Thanks for being there to help us provide better customer service!" *LaDonna, Boise*

"As a volunteer in my community through the free tax preparation program, I often refer individuals who have other needs to the 2-1-1 CareLine. Sometimes while preparing a tax return I learn that the person is homeless, that their kids need health care, that they need help paying utilities, and I refer them to 2-1-1. In my personal life, I have educated my family about 2-1-1. My son has referred friends that needed help with medication to 2-1-1. He has called 2-1-1 to find low cost medical clinics for his own use since he is no longer covered under my insurance. I am so thankful that 2-1-1 is available in our state. It is the best thing since sliced bread!" *Kim, Boise*

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"As an outdoorsman and father, I've used 2-1-1 to obtain information on protecting my family against West Nile Virus. Simple things that one normally wouldn't think of can make a BIG difference in protection." *Craig, Boise*

"The 2-1-1 Idaho CareLine is essential in our office. We refer a lot of clients for child care information or and other related topics. Once they have called the CareLine, they feel very comfortable using it again. Thank you." *Yvette, American Falls*

"Thank you for the great information your web site provides. When my participants need help with something, your site is the first one I use. Thank you." *Rhonda, Boise*

marketing/outreach is accomplished through DHW programs and/or other community partners serving low income families.

This data should be used to help guide future program development for our current consumers and ideally guide expansion towards a true population based service. The data shows that Idaho consumers using the 2-1-1 service find the service of value, were pleased with the customer service they received, with 96% of callers surveyed indicating they would use the 2-1-1 service again.

Funding and Operational Partners

The Idaho CareLine's funding is cost allocated across the Idaho Department of Health and Welfare programs/divisions. Funding is a mix of state and federal dollars and is leveraged within IDHW for maximum impact. The total budget for the Idaho CareLine in SFY 2007 was an allocated budget approximately \$500,000 and an estimated \$200,000 value added in indirect support (for example, IT support, legal representation, human resources services, liability coverage, etc., extended to all state programs).

Since the implementation of 2-1-1, private partners have offered financial support for the enhanced service. Between April 2006 and March 2007 United Way of Treasure Valley provided approximately \$40,000 in funding (for the period of April 2006 through March 31 2007). These critical funds are used to pay for one full-time employee in the Call Center, outreach materials, and other miscellaneous expenditures. An application was submitted and successfully awarded through the United Way of Treasure Valley's Grants Process for the next funding period (through March 31, 2008).

The future of 2-1-1 in Idaho is dependent upon public and private support through sustainable funding sources. The Department of Health and Welfare has limited funding to implement additional enhancements for the 2-1-1 system. The simple principle of supply and demand requires that to ensure quality service we must continue to pursue additional funding commitments to support and build this tremendous asset.

As Idaho continues to experience a population explosion, it is essential to maintain an infrastructure that supports the quality of life Idaho families deserve. Connecting people with their neighbors, their communities, and help when they need it is key to successful and healthy growth for our state. 2-1-1 helps to make that possible. As clearly documented in the Caller Satisfaction Survey data, Idaho consumers using the 2-1-1 service find the service of value, were pleased with the customer service they received, with 96% of callers surveyed indicating they would use the 2-1-1 service again. Funding and staffing resources are critical in order to continue to build the program and meet the established community expectations.

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